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TITLE : COLORANT FOR VINYL CHLORIDE RESIN

ABSTRACT : PURPOSE: A wetting colorant with excellent coloring ability for both soft and rigid vinyl chloride resins, which comprises an acrylate-styrene copolymer, an ethylene- vinyl chloride copolymer, a plasticizer having specified plasticizing efficiency, and a pigment.

CONSTITUTION: A colorant comprising an acrylate-styrene copolymer, an ethylene- vinyl chloride copolymer, a plasticizer of average plasticizing efficiency  $\geq 105$  (assuming that of DOP to be 100), and a pigment. The acrylate-styrene copolymer is a copolymer of an alkyl acrylate or an alkyl methacrylate with styrene, or a copolymer of styrene with a mixture composed of at least two from alkyl acrylates and/or alkyl methacrylates. Those of average polymerization degree 350~700, are used as the ethylene-vinyl chloride copolymer.

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